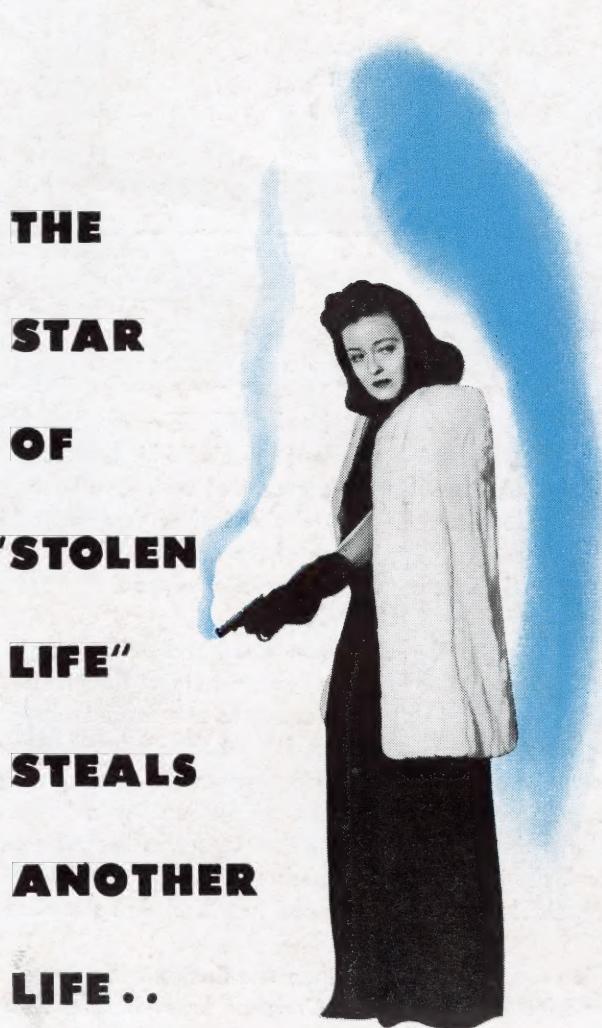


THE
STAR
OF
"STOLEN
LIFE"
STEALS
ANOTHER
LIFE..



BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

IN

"DECEPTION"

500

ESSENTIAL INFORMATION

THIS IS THE STORY *(Not for Publication)*

At a small New York college Karel Novak (PAUL HENREID), European cellist, newly arrived from the maelstrom of war-torn Europe, gives his first American concert in an effort to rebuild his career. There Christine Radcliffe (BETTE DAVIS) finds him, after a separation of many years, and they discover that their love is stronger than ever.

Soon they marry but their happiness is marred by the arrival of Alexander Hollenius (CLAUDE RAINS), a great composer, gentleman, epicure and all-around practitioner of the fine art of living. Obviously displeased with the marriage, Hollenius leaves the wedding party and Christine falsely explains to Karel that the composer was her sponsor and, in the temperamental manner of all great musicians, he is jealous.

Later, when Christine informs Hollenius that she loves Karel and will never give him up, the composer, in a sudden generous impulse, offers to have Karel play the new Hollenius concerto at its premiere performance.

After weeks of hard work, Karel is ready to play the concerto at a special rehearsal for Hollenius but the unpredictable composer cruelly baits the high-strung cellist with the result that the performance ends in a volcano of temperament.

Christine angrily accuses Hollenius of deliberately trying to hurt Karel by offering him the chance of a lifetime only to snatch it out of his hands later. But Hollenius tells her she's behaving like a "bawling fish-wife" and assures her of his sincerity in sponsoring Karel. Later, when Christine learns that Hollenius has assigned Bertram Gribble (JOHN ABBOTT), another cellist, to understudy Karel, she is furious and pleads with Gribble to refuse to play the concerto should he be given the opportunity. But her approach is so emotional and irrational that she does nothing more than alienate Gribble, who promises her nothing.

The full orchestra rehearsal is even less successful than the first, but the day of the premiere finally arrives. A special supper is planned for after the performance but when Christine hears Hollenius say that at the supper he might strike Karel "with unlovelier but more appropriate weapons" than music, she feels sure that her one-time benefactor intends to expose her former personal relationship with him.

Certain that such an expose will ruin not only her life but Karel's, too, Christine visits Hollenius just before the concert and kills him with a single shot. Only when he lies dead before her does she realize, too late, that he actually intended no harm to Karel or herself.

The concert is a success and Karel's future is assured. Later, Christine tells Karel she has killed Hollenius. He is stunned and bewildered. Again, too late, she realizes that the deceptions she practised on her husband about her past relationship to Hollenius were totally unnecessary. Karel loves her and forgives her. She insists on going, alone, to surrender to the police. With new found courage and Karel's love she can now face a dark future.

THIS IS THE CAST

Christine Radcliffe	BETTE DAVIS
Karel Novak	PAUL HENREID
Alexander Hollenius	CLAUDE RAINS
Bertram Gribble	John Abbott
The Butler	Benson Fong

THIS IS THE PRODUCTION STAFF

Produced by Henry Blanke. Directed by Irving Rapper. Screen Play by John Collier and Joseph Than. Based on a Play by Louis Verneuil. Photographed by Ernest Haller, A.S.C. Art Director, Anton Grot. Film Editor, Alan Crosland. Sound by Dolph Thomas. Dialogue Director, Jack Daniels. Special Effects by William McGann, Dir. — Edwin DuPar, A.S.C. Wardrobe by Bernard Newman. Makeup Artist, Perc Westmore. Music by Erich Wolfgang Korngold; Musical Director, Leo F. Forbstein. Assistant Director, Jesse Hibbs. Set Decorations by George Jas. Hopkins.

112 min.



Publicity Campaign



'Deception', At Strand, Is Outstanding Drama

(Prepared Review)

One of filmdom's most capable quartets—Bette Davis, Paul Henreid, Claude Rains and director Irving Rapper—combine their prodigal talents for the second time to achieve another outstanding motion picture drama. The new film, which opened last night at the Strand Theatre, is Warner Bros.' "Deception," a romantic drama which stars the trio of abovementioned performers and which bears the unmistakable mark of Rapper's extraordinary directorial ability. It was the joint effort of this same quartet which resulted in the highly successful "Now, Voyager" of a few seasons back, and judging from the warm reception which greeted "Deception," it looks as if the foursome has hit upon a surefire formula for winning filmfare.

Based on a play by Louis Verneuil, "Deception" tells the highly dramatic story of a woman whose love for two men almost ruins the lives of all three. As Christine Radcliffe, Bette Davis is once more spotlighted in a modern role, as a lovely young pianist who chooses a life of glamour and ease with the great composer-conductor, Alexander Hollenius (Claude Rains) in preference to a lonely existence dedicated to the memory of her love for Karel Novak (Paul Henreid), Czech cellist long since given up as dead in the maelstrom of Europe.

Turns Up Alive

But Karel, remarkably enough, turns up very much alive, and it remains for Christine to untangle her romantic involvements as best she can in order to marry Karel. Christine's way, however, follows the easiest path and what begins as the first unimportant falsehood grows into a web of deception that eventually envelops and cuts off the life of one of the two men Christine has loved; nor does it stop before Christine herself is inextricably caught up in its threads.

The intensity of emotional pitch achieved in "Deception" is due partly to an excellent screenplay by John Collier and Joseph Than and partly to the individual performances of the film's three stars. The extraordinary ability of Bette Davis, so uncannily artful that an audience invariably loses its objectivity and becomes completely immersed in Miss Davis' cinematic problems, was never more in evidence than in "Deception." Suffice it to say that the actress' legion of fans will be more than delighted with her newest screen characterization.

Excellent portrayals are offered, too, by both male stars, with Paul Henreid presented in his most romantic, and Rains in his most provocative, role to date.



Still No. 665-8

ROMANTICALLY together again are Bette Davis and Paul Henreid (above) who, with Claude Rains, comprise the stellar trio in Warner's "Deception," opening tonight at the Strand.

MAT No. IE

In a small but capable supporting cast, John Abbott and Benson Fong deserve a special word of praise.

Produced by Henry Blanke, "Deception" also boasts some fine original music by Erich Wolfgang Korngold, presented as an integral part of the film story, under the musical direction of Leo F. Forbstein.

All in all, "Deception" is a thoroughly rewarding evening's entertainment. Don't miss it!

Dumps Feline Problem Into Unwilling Lap

Irving Rapper, who won't direct a picture without a cat in it, finally found a spot for one in Warner Bros.' "Deception," which stars Bette Davis, Paul Henreid and Claude Rains and opens Friday at the Strand.

The director finally placed the cat on Claude Rains' lap in an apartment scene. Rains agreed in advance, providing the animal would be an Angora, the only breed he'll tolerate.

Bette Davis Stars In Romantic Drama At Strand Friday

(Advance Theatre Story)

In "Deception," Warner Bros.' new romantic drama which arrives Friday at the Strand, Bette Davis is cast in a modern, sophisticated role as Christine Radcliffe, lovely young pianist who weaves a fateful web of deceit around the lives of the two men she loves. With stellar aid from Paul Henreid and Claude Rains, in addition to Bette Davis, the film depicts the highly dramatic situation resulting when Karel Novak (Paul Henreid), Czech cellist, supposedly long dead, returns to marry Christine who is by now emotionally involved with the unpredictable Alexander Hollenius (Claude Rains), great and erratic composer-conductor.

How Christine attempts to solve the problem according to her heart's dictate and how she is finally and inextricably caught up in the web of her own long-practiced deceptions, makes an exciting motion picture experience which leads to a most unusual denouement.

Based on a play by Louis Verneuil, the screenplay was written by John Collier and Joseph Than. Produced by Henry Blanke, the film was directed by Irving Rapper who also directed the same trio of stars in the highly successful "Now, Voyager" of a few seasons back. "Deception" has a notable musical background as well as a vital love story. The film's score includes Beethoven's "Appassionata" and a Haydn Concerto, as well as an original Concerto by Erich Wolfgang Korngold.

'Deception' Heads New Bill Starting Friday At Strand

(Advance Reader)

Warner Bros.' "Deception," a dramatic love story about one woman and the two men she loves, heads the new program coming to the Strand on Friday. Starring Bette Davis, Paul Henreid and Claude Rains, the film was directed by Irving Rapper and produced by Henry Blanke.

Adapted from a play by Louis Verneuil, the screenplay was written by John Collier and Joseph Than. Erich Wolfgang Korngold contributed the film's original music.

Daily Practice Makes Bette Davis Perfect

After a month of almost daily workouts at the piano for her role as a pianist in Warner Bros.' "Deception," Bette Davis polished up the fine points under the tutelage of Shura Cherkassky, prominent concert pianist.

Paul Henreid and Claude Rains are also starred in the romantic drama which opens Friday at the Strand Theatre.

Talented Quartet Reunited For New Warner Film Drama

(Current Theatre Story)

Film fans who acclaimed the Bette Davis-Paul Henreid-Claude Rains and director Irving Rapper combine in the highly successful "Now, Voyager" a few seasons back, will be pleased to learn that the popular quartet are reunited in the new Warner Bros. drama, "Deception," currently at the Strand Theatre.

In this highly dramatic love story, Miss Davis portrays Christine Radcliffe, pianist, who finds her happy marriage with Karel Novak (Paul Henreid), talented cellist, threatened by a past that involves her relationship with Alexander Hollenius (Claude Rains), renowned composer and conductor. Hollenius, despite his marked displeasure with the marriage, offers to assist Karel's musical career.

Christine doubts the composer's sincerity but her anxiety for her husband's future stifles her suspicions. Her fears mount, however, as the composer cunningly and cruelly prods Karel's jealousy to the breaking point. Believing Hollenius plots purposely to wreck Karel's musical career, Christine, bewildered and enraged, resolves to thwart the scheme at any cost. The electrifying climax provides the dynamic Bette with an unusual opportunity to display her true stature as an emotional actress, the stature which has won for her in the past the appellation of first lady of the screen.

Based on a play by Louis Verneuil, "Deception" was directed by Irving Rapper, who will be remembered for his expert direction of "Rhapsody in Blue," and "The Adventures of Mark Twain" as well as the above-mentioned "Now Voyager." Produced by Henry Blanke, the screenplay was written by John Collier and Joseph Than. The film's original music was written by Erich Wolfgang Korngold.

New Warner Drama, 'Deception', Opens Tonight At Strand

(Opening Day Reader)

Bette Davis, Paul Henreid and Claude Rains comprise the star trio of Warner Bros.' new romantic drama, "Deception," which opens tonight at the Strand Theatre. Based on a play by Louis Verneuil, the motion picture tells the highly dramatic story of a woman who loves two men.

Directed by Irving Rapper and produced by Henry Blanke, the film play was written by John Collier and Joseph Than and boasts an impressive musical score including a number of classics, in addition to an original concerto by Erich Wolfgang Korngold.

Always Romantic, Hopes For Single Tough Action Role

"Romantic type—bah!" That is the succinct opinion of Paul Henreid, who can't help it but is definitely the romantic type himself.

Apparently nothing much can be done to alter the prevailing idea that there is no other man on the screen who is quite so romantic as Henreid.

Of course, nobody really wants to alter that idea—nobody, that is, but Paul Henreid. Henreid wants to be known as a versatile actor.

"And for the life of me," he says, "I don't see how a man can ever become known as a versatile actor if he's always identified as a screen lover."

It all goes back to that pre-war British film, "Night Train," in which Henreid portrayed a Nazi agent. He was continuously referred to thereafter in fan letters from the distaff side of the movie audiences as "that cute Nazi."

Well, that cute Nazi came to Hollywood and before he could comb his hair and straighten his tie, he became the screen's foremost continental type lover.

From "Joan of Paris," through "Now, Voyager" and "Casablanca" and on into Warner Bros.' "Deception," his current picture which stars Bette Davis, Henreid and Claude Rains, he has been building his fame as the man with a way with the women.

No More Kisses

Why, asks the actor, can't he be thought of, instead, as a rugged, straightforward guy, with no more thought about those continental kisses?

"After all," the actor declares, "I haven't always played the ardent lover. In 'Casablanca,' for instance, I was a husband—just a plain old husband. And what everybody seems to forget is that my role in the film which brought me to America was that of a villain—a Nazi villain, than which there was probably none worse."

Offhand, Mr. Henreid doesn't seem to have a chance to escape his continental romantic appellation. Not in "Deception" anyway. In that drama he has no less than nine love scenes with Bette Davis.

The romantic type indeed!



Still No. BD3039

BETTE DAVIS is spotlighted in a modern role in Warner Bros.' "Deception," the story of a woman who loved two men. The Strand Theatre's current feature, the film also stars Paul Henreid and Claude Rains.

MAT No. 2G

Actress Claims Glamour Need Not End After 30

"A woman doesn't have to be twenty-one and a sweater-girl to have romantic appeal," says Bette Davis, who is not twenty-one, rarely wears sweaters and who, today, is a notable example of the truth of her statement.

"If a woman keeps her figure, her complexion and a youthful outlook on life, she can be considerably more glamorous when she has passed thirty than at twenty-one," she claims.

"Why, when I was twenty-one, I must have had about as much romantic appeal as a beetle! I simply didn't know the meaning of style and poise. Those are things that have to be learned."

Not since "Mr. Skeffington," three years ago, has Bette been the glamorous woman she is in her current film, Warner Bros.' "Deception," now at the Strand, which also stars Paul Henreid and Claude Rains. It was a matter of general comment on the lot during the picture's filming that the actress never looked more attractive. When complimented, she always gave part of the credit to her role and her wardrobe in "Deception." Both are on the glamorous side.

The actress has little patience with women who fold their hands, settle back and let themselves go to seed when they pass thirty, but she believes that this is not merely so much the case with women today as it was with those of a generation or two ago.

"And we can thank the movies for that—at least in part," she says, "because the women appearing on the screen are constant reminders to the women sitting out front that they can retain their youth and allure beyond the giddy teens and the settling twenties."

By the time a woman is thirty, Bette argues, she ought to know what to do with her hands and her feet; she ought to know what is becoming to her in clothes and what isn't; and most of all, she ought to have reached a mental and emotional maturity that will render her irresistible.

An Actress By Any Other Name Still Answers To 'Bette'

Bette Davis, of whom it may be said that she is probably Hollywood's most active actress, wonders if the day will come when she has exhausted the world's supply of names.

After 55 films, it is a certainty that most of the usual and many unusual feminine first names have been used by Bette on the screen.

For instance, she has been Grace, Kay, Madge, Ruth, Fay, Jenny, Helen, Norma (twice), Lynn, Joan, Arlene, Patricia (twice), Mildred, Miriam, Ellen, Daisy, Valerie, Mary (twice), Louise, Elizabeth, Charlotte (also twice), Henriette, Joan, Maggie, Sara, Katherine, Fanny.

Currently, in Warner Bros.' "Deception," the Strand's current feature in which she co-stars with Paul Henreid and Claude Rains, Bette is called Christine.

Once she had a last name but no first name, as Miss Moffat of "The Corn Is Green." Then she had a first name and no last name as Alabama in "Parachute Jumper."

"J," Bette allows, must be her lucky letter. For she was Joyce when she won the Academy Award for "Dangerous," and Julia when she won it for "Jezebel."

She has also played Bette twice. She was Bette Davis in "Hollywood Canteen" and "Thank Your Lucky Stars."

Prestissimo Mental Work Makes Claude Rains Allegro Man

Claude Rains, who doesn't know a sharp from a flat and admits it, worked out his own musical instruction chart for conducting a symphony orchestra in Warner Bros.' "Deception," romantic drama which stars Bette Davis, Paul Henreid and Rains currently at the Strand.

"I confess to no academic knowledge of music," Rains says, "but emotionally and aesthetically I have always loved and understood music—from Beethoven to Berlin."

Therefore, the actor points out, it was not difficult for him, under the expert tutelage of Einar Nilson, conductor, to put the proper dramatics into his conducting performance. The chart, which he worked out with Nilson's help, carried directions for each movement Rains makes as he leads the symphony in an original cello concerto by Erich Wolfgang Korngold.

"Bars—rests—key—allegro—adagio—smorzando—pianissimo—such nonsense means nothing to me," Rains says, "but when my chart explained smorzando, say, as 'fading away' and allegro, say, as 'cheerful,' then I knew what I was doing."

Rains' instructor was amazed at his pupil's ready grasp and intelligent interpretation of the music. "It's phenomenal," Nilson said, "the way Mr. Rains understands the music—completely untrained as he is. He has the mood and temperament of a musician. What a pity he wasn't one!"

Rains' conductorial performance was exhausting. He put all his not inconsiderable dramatic talent into it. Besides which, his role of Hollenius, the great composer-conductor of "Deception," is supposed to be florid and high-strung.

"I fear," Rains commented when the picture had been completed, "that I am beginning to look like Stokowski, and I love it."



Still No. CR189

CLAUDE RAINS portrays a brilliant composer-conductor in Warner Bros.' "Deception," opening Friday at the Strand. The film, a romantic drama, stars Bette Davis, Paul Henreid and Rains.

MAT No. 1F

Smart Fashions For Star In Strand Film

Fashion-minded women will be glad to learn that Bette Davis has nine costume changes in "Deception," newest Warner Bros. drama opening Friday at the Strand, in which she co-stars with Paul Henreid and Claude Rains. The star's wardrobe was designed by Bernard Newman, who describes her costumes as "expensively sophisticated."

Star Says Screen Roles Enhance His Worldly Knowledge

It is Claude Rains' conviction that he has never enacted a screen role which didn't add in some way to his over-all knowledge or accomplishments.

His current role in Warner Bros.' "Deception," which stars Bette Davis, Paul Henreid and Rains, is no exception.

For his role in the film Rains had to learn (1) piano technique and (2) how to conduct a symphony orchestra.

"That doesn't mean," the actor says, "that I'll ever become a pianist or a conductor as a result, but it does mean that I will enjoy music and concerts even more than before with the additional academic knowledge I have acquired."

Has Aided In Travel

Rains recalls that for "The Sea Hawk," he had to learn to speak a little bit of Spanish. "Very helpful," he says, "on my south-of-the-border trips." In "Four Daughters," he learned to play the lute for his part as Father Lemp. He learned to fence for "Anthony Adverse"; he acquired a smattering of chemistry for his role in "White Banners;" and he was taught the proper handling of medical instruments when he enacted Dr. Tower in "Kings Row."

The actor also remembers that once, for a picture "a long time ago whose title I choose to forget," he learned how to pinch snuff.

"That," he says, "added to my accomplishments all right, but only for the duration of the role. My wife would put up with no more of my sneezes, and all my friends were weary of telling me, 'God bless you!'"

"Deception," a romantic drama about a woman who loves two men, opens Friday at the Strand.

It's Good Luck, Not Rain, When Heavens Open Up

Bette Davis intends to check with the United States Weather Bureau to determine if there was a measurable precipitation on the day she started her newest Warner Bros. picture, "Deception," in which she is currently starring with Paul Henreid and Claude Rains at the Strand Theatre.

Plenty of Evidence

The star was sure it had to rain. Because rain belongs in Bette's Department of Good Omens.

It rained the day she was born.

It rained the day she won her first stage engagement.

It rained the day she left the East Coast for Hollywood.

A rain storm delayed—and indirectly prevented—her departure from Hollywood when she was despairing of a film career.

It rained during her most dramatic scene in "Jezebel," for which role she won the Academy Award.

Director Irving Rapper, who directed "Deception," scorns superstition of any sort, and assured Miss Davis that it didn't rain the day filming started—not even any dew.

Miss Davis was not that easily discouraged.

"I'm sure it must have," she said determinedly.

The Script Called For Action, All Right, But Didn't Supply Necessary Sound Effects

Claude Rains is quite the continental gentleman, but he wasn't continental enough to know what a "Gallic lip sound" means. The actor, in pre-production rehearsals for his role in Warners' "Deception," in which Bette Davis, Paul Henreid and Rains are currently starring at the Strand, encountered several times in the script the following parenthetical direction for reading his lines: "Gallic lip sound." Mr. Rains remained puzzled until set straight by director Irving Rapper.

Love Monotonous? Never To Him, Says Film Star

"Love is a wonderful thing," says Paul Henreid, "even in the movies." And love is one thing in which Henreid is invariably entangled whenever he appears in a movie, which is often.

Currently, the actor is making love to Bette Davis in Warner Bros.' "Deception" at the Strand Theatre. The amorous dealings are a repetition of the time, four years ago, when he made love to Bette Davis in "Now, Voyager."

"The trouble with love on the screen," says Henreid, "is that often it is either too maudlin or too comic. You can't overdo it and you can't make fun of it. But if a film tells a love story with good taste, then it is bound to be a success. Maybe the reason for that is that love is so universal."

Henreid believes that only sensitive, emotional women "who have loved deeply in real life" can be genuinely romantic on the screen. He and Bette are confronted with no less than nine love scenes in "Deception," and that is something of a record even for Henreid who has been making movie love ever since he came to Hollywood six years ago.

He made love to Michele Morgan in "Joan of Paris." He made love to Ingrid Bergman in "Casablanca." There followed romantic engagements with such actresses as Hedy Lamarr, Ida Lupino, Eleanor Parker, Olivia de Havilland, and now Bette Davis again.

Monotonous? "No," says the romantic star. "Not monotonous for me. What kind of a man would I be if I didn't enjoy making love to beautiful women—even if it is only make-believe?"

Claude Rains is also starred in "Deception," a romantic drama about a beautiful woman in love with two men.

If Claude Rains Lacks Charm Blame It All On G.B.S.

It's George Bernard Shaw's fault that Claude Rains refuses to be "charming" on the screen.

The actor explained this to Bette Davis and Irving Rapper, the director, who were using their combined persuasive powers to induce Rains to put some charm into a scene with Miss Davis in Warner Bros.' "Deception," the Strand Theatre's current feature which stars Bette Davis, Paul Henreid and Rains.

"I gave up trying to be charming twenty years ago," Rains explained, "thanks to Mr. Shaw's sarcasm."

He was performing an obscure Shaw play in London, Rains recounted, in the role of a "charming" young aviator. It was a light play and a light role, and Rains was treating them both as such.

"A few days after the opening," he recalled, "I received a penny postal card from Shaw. On it was written: 'My dear Mr. Rains—Must you be so chaaaarming? Sincerely, G.B.S.'

"That," Rains said, "cured me."



Still No. PH 166

PAUL HENREID plays opposite Bette Davis once again in Warner Bros.' new romantic drama, "Deception," opening Friday at the Strand Theatre. The film also stars Claude Rains.

MAT No. 2F

Bette Davis Hopes To Cut New Trail With New Trailer

Bette Davis and her husband, William Sherry, recently purchased a new three-room trailer which they expect to use in

the near future for a leisurely cross-country tour. They hope to visit several of the national parks and then wind up at Bette's home in New Hampshire.

Bette Davis
Mat No. 1A

This is a trip that the star has long wanted to make but which she was unable to take because of film commitments.

The trailer was temporarily moved onto Stage 7 at Warner Bros., where the bedroom was re-fitted and used as a dressing room for the actress during the filming of "Deception," her most recent screen assignment at Warners, in which she is currently co-starring with Paul Henreid and Claude Rains at the Strand Theatre.

New Role Provides Welcome Wardrobe Changes For Star

Bette Davis plays a well-dressed Park Avenue woman in her current screen portrayal. And she loves it.

"After kicking around in a great many pictures in slacks and tatters or crinoline and calico," she says, "it's a pleasure to be garbed on the elegant side."

Miss Davis qualifies her statement by explaining that her wardrobe is one of "sensible elegance—the kind a well-dressed but not over-dressed New York woman would have."

Her current, sensible elegance is on view in Warner Bros.' "Deception," now at the Strand, a romantic drama which also stars Paul Henreid and Claude Rains. Bernard Newman, dress designer, is responsible for the elegance. He has designed a modern wardrobe of eleven changes, ranging from black suits to filmy grey evening gowns and even an ermine wrap.

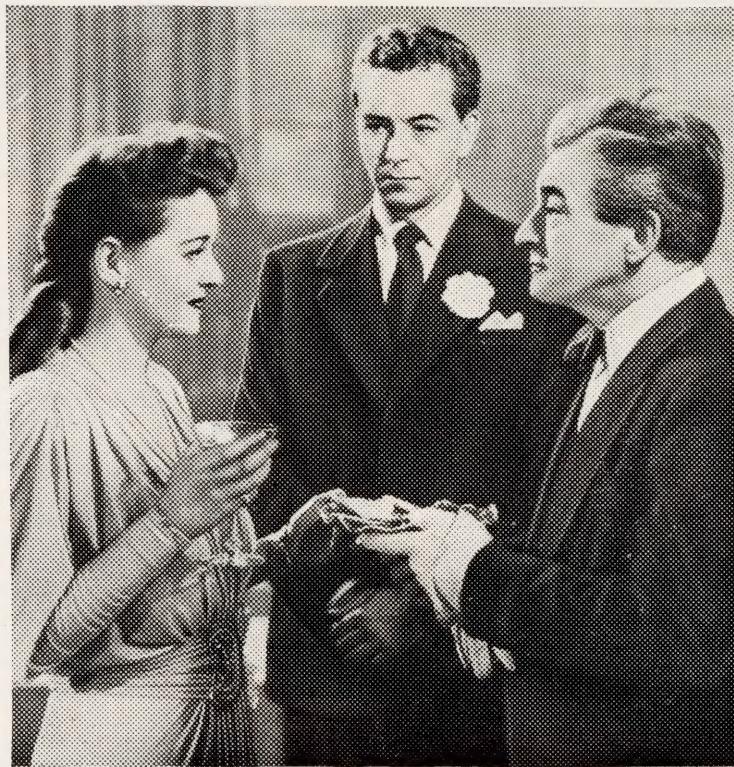
"Women are all alike in one respect, I guess," the star says. "Clothes give them a spiritual lift."

In her last film, "A Stolen Life," Miss Davis alternated between slacks and blouses and housewifely polka dots and aprons. In "The Corn Is Green" she wore the period costumes of a Welsh schoolmistress—a spinster, at that. The star considers her "Deception" wardrobe the finest from a modern good-taste standpoint since "Dark Victory" in 1938.

"Actually," she says, "I suppose I will never be better dressed than I was in 'Elizabeth and Essex.' I was the Queen of England. But for heaven's sakes, who wants to be well dressed in the 16th Century?"

'Deception' Reunites Expert Film Foursome

"Deception," Warner Bros.' current drama at the Strand, reunites Bette Davis, Paul Henreid, Claude Rains, who are co-starred in the film, and director Irving Rapper. Four years ago the same quartet of talent worked together in "Now, Voyager."



Still No. 665-20

A DYNAMIC TRIO of screen luminaries are Bette Davis, Paul Henreid and Claude Rains (above) who portray the stellar roles in Warner Bros' new romantic drama, "Deception," opening tonight at the Strand Theatre.

MAT No. 2A

Excels As Villain Or Hero; Now Plays Both

It was bound to happen.

"In fact," emphasizes Claude Rains, "you might say it was inevitable."

For Mr. Rains is currently playing a role in which he is neither a villain nor a hero, but both a villain and a hero.

"After years of being classed alternately as either the worst kind of screen villain or the finest heroic type," he says, "I wind up with a combination of the two."

The reference is to Rains' role in Warner Bros.' "Deception," the Strand Theatre's current attraction which stars Bette Davis, Paul Henreid and Rains. In the role of Hollenius, Rains portrays a composer-conductor who is ruthless, petty and cruel, but at the same time a great and generous man.

"Confusing, isn't it?" is the actor's comment.

Looking back on his movie career, Rains recalls that he was once the mean-spirited Prince John in "The Adventures of Robin Hood"; the kindly chemistry teacher in "White Banners"; the mad doctor in "Kings Row"; the tender, amiable father in "Four

Daughters"; the unscrupulous Napoleon II in "Juarez"; the good psychiatrist in "Now, Voyager"; and the corrupt officer in "Casablanca."

Rains is undaunted by the demands of his new role. "After all," he says, "I'm pretty well experienced in both heroism and villainy, so there's no reason why I can't tie them into one."

At that, he notes, it is a far tougher role than his initial screen assignment.

"That was a push-over," he says.

Screen fans may remember that the star made his film debut in "The Invisible Man," in which he played the title role.



Still No. 665-73

'DECEPTION' transforms the heartwarming romance between Bette Davis and Paul Henreid (above) into a jealous fury in Warner Bros' stirring drama by that name, currently playing at the Strand Theatre. Claude Rains is also starred in the picture.

MAT No. 2C

Here's a Good Note
For Feature Pages or
Weekend Supplements

Musician Finds Expert Harmony In Picture Work

Gregory Aller, Russian-born cellist, can well boast about the fact that his most famous pupil made a successful cello debut before the film cameras.

The pupil is Paul Henreid, and for some months Aller taught him the proper fingering for a difficult Haydn cello concerto, as well as for an original Erich Wolfgang Korngold concerto, both of which can currently be heard at the Strand in Warner Bros.' "Deception," which stars Bette Davis, Henreid and Claude Rains.

"It was a difficult proposition," says Aller. "I have taught many, many men and women to play the cello; they were musicians, but that was the first time I teach a film star, and I was desirous that this Henreid should make a good impression as a cellist when he plays on the screen. It would not be a good thing for the profession if musicians say, 'See, that man cannot play the cello. He is fakir'."

Aller concedes that Henreid was a good pupil. "He has a fine musical ear," the cellist says, "which is very important. And as a youngster Mr. Henreid said he studied the violin for a while, so that, too, made my work easier."

2-Hour Daily Stint

Every day during the filming of "Deception," Henreid and Aller spent two or three hours closeted in the music room at Warner Bros., sawing on the cello, as the actor learned the two compositions he performs in the film.

"He is quick to learn," says Aller, "but there are so many things to remember and in such a short time! Ah, when I think of the years I spend learning to play the cello, and here was this man trying to learn in a few weeks. It is astounding!"

Aller was a student for several years at the Moscow Conservatory of Music. He came to this country about thirty years ago when he was twenty-six and played for many years with Walter Damrosch's New York symphony. His daughter, Eleanor Slatkin, is also a well known cellist, and his son, Victor, is a member of the Warner Bros. music staff.

Aller pointed out that just because he learned to play two concertos for the movies, that doesn't make Paul Henreid an accomplished cellist.

"But it will give him the feel of the instrument," the cellist says, "and maybe if he wants to devote the next ten, fifteen years to it, he could play pretty well."

Film Strategy Spares Voices, Saves Scenes

Bette Davis and Claude Rains had to play their rehearsal scenes for Warner Bros.' "Deception" in whispers. Because the script called for them to scream at each other so much during the film, whispering rehearsals were the only way they could find to save their voices.

Paul Henreid is also starred in "Deception," a romantic drama about a woman who loves two men. The film opens Friday at the Strand.

New Coiffure For Star Of 'Deception'

Bette Davis wears an upswept hair-do in Warner Bros.' "Deception," a marked change from the shoulder-length hairdo she wore for "A Stolen Life."

"Deception," which also stars Paul Henreid and Claude Rains, opens Friday at the Strand Theatre.

Realistic Scene Leaves Its Mark On Star's Throat

Bette Davis' neck bore ugly blue bruise marks, following a scene of violence with Paul Henreid for Warner Bros.' "Deception," the romantic drama which opens Friday at the Strand Theatre.

The actress asked for it, though. During rehearsals she urged Henreid to throttle her with more vehemence. "Don't be afraid to hurt me," she said. "You must, if we want this scene to look real."

Henreid complied so efficiently that after three rehearsals and a "take" Bette was willing to admit that the scene was completely realistic.

"To be exact," she said somewhat hoarsely, fingering her sore neck, "I feel as if I'd been choked."

Claude Rains is also starred in the film which tells the highly dramatic story of a woman who loves two men.



Still No. BD 3037

BETTE DAVIS lends her expert histrionic talents to the unusual role of a woman who loves two men in Warner Bros.' "Deception," romantic drama now at the Strand. Paul Henreid and Claude Rains are also starred in the film.

MAT No. 1D

Warner Engineers Develop New Sound Improvement Device

Warner Bros. studio sound department announces the successful development of a new type miniature control panel for the improvement of sound perspective. The small panel, measuring nine by six inches, was perfected by Warner sound engineers under the guidance of William Mueller, chief engineer, and George Groves, head mixer. It permits the mixer, who holds the panel in his lap, to move close enough to the players so that he can see if the sound matches the action, an advantage that is not always possible with the ordinary console-type control panels which are of a size not easily accommodated within vision of the performers. The new panel was used practically for the first time by sound mixer Dolph Thomas for Warner Bros.' "Deception," romantic drama which stars Bette Davis, Paul Henreid and Claude Rains, and opens Friday at the Strand Theatre.

Star's Dietician Reveals Secret Of Maintaining Figure

For the past twelve years, Mrs. Anna Atkins of Hollywood, a jolly Swedish lady, has been telling Bette Davis, also of Hollywood, what to eat. That's why the star never has bacon and eggs for breakfast. Eggs, yes; or bacon, yes; but bacon and eggs—never!

The result, says Mrs. Atkins, has been gratifying. Bette concurs.

Mrs. Atkins reports that the Davis health is "splendid." "She's in almost perfect condition," she says, "and I intend to keep her that way—with a little cooperation, of course."

The theory behind Mrs. Atkins' diet plan is simple. She insists on the star's eating, at each meal, a small amount of each of the five basic foods: fats, sweets, proteins, starch, and minerals. "Not too much," she says, "nor, of course, too little."

By so doing, the actress can maintain perfect health and a perfect figure. Mrs. Atkins' real trick is to eliminate heavy sweets and pastries by prescribing a teaspoonful of honey after each meal. "That satisfies any craving for sweets," she says, "without the dangers found in such things as chocolate sundaes or raspberry tarts or cream puffs."

Mrs. Atkins believes that her fundamental diet is necessary to keep a person's nervous system functioning properly, and that is one thing to which actors and actresses should pay careful attention.

About once a week during the filming of Warner Bros.' "Deception," in which Bette Davis is currently co-starring with Paul Henreid and Claude Rains at the Strand Theatre, the actress climbed into her convertible when the day's work was completed, and went over to Mrs. Atkins' small house on a quiet Hollywood side street. There for an hour Mrs. Atkins would give the star a good working-over, pounding home her dietary ideas with each movement.

Miss Davis is a great Atkins disciple. "She has wonderful ideas," the actress says. "If it weren't for Mrs. Atkins, I'd either not eat enough and wind up being emaciated and anemic, or eat too much and wind up being round and chubby."

Once in a while, the star confesses, between pictures and when Mrs. Atkins isn't looking, she cheats a little bit.

She has bacon and eggs for breakfast.



Still No. PH153
PAUL HENREID (above) plays one of the men in Bette Davis' life in Warner Bros.' new romantic drama, "Deception," coming to the Strand on Friday. Claude Rains is also starred in the film.

MAT No. 1G

Daily Piano Practice Is Film Star's Lot

Bette Davis reported dutifully to the Warner Bros. lot during the filming of "Deception," currently at the Strand, for a daily piano lesson, which she had to take regularly in preparation for her role in the film. She portrays a pianist in the drama which also stars Paul Henreid and Claude Rains.

Lifetime Ambition To Wear Mink Is Realized In Film

Bette Davis realized every girl's dream recently when she wrapped herself in ten thousand dollars worth of mink and strode into a fashionable restaurant, a man on each arm.

"Mink, beautiful mink," sighed Bette. "When I was nineteen, there was nothing—outside of success—that I wanted so much as a mink coat. Come to think of it, mink and success are practically synonymous."

The happy event occurred during the filming of a scene in Warner Bros.' "Deception," in which she is currently starring at the Strand. Paul Henreid and Claude Rains, also starred in the romantic drama, were her escorts.

"Of course," she said, "the mink belongs to Warner Bros. The man on my left belongs to Mrs. Henreid, and the man on my right belongs to Mrs. Rains.

"But that glow in my eyes—believe me—is my own."

A Bette Davis Story
✓ For Feature Pages Or Weekend Supplements

Luckless Victims Dot Bette Davis' Road To Film Fame

Bette Davis' ill-fated screen associates have been increased by one. The luckless one this time is Claude Rains, who succumbs to a bullet from a Davis-fired revolver in Warner Bros.' "Deception," currently at the Strand. It's murder, too.

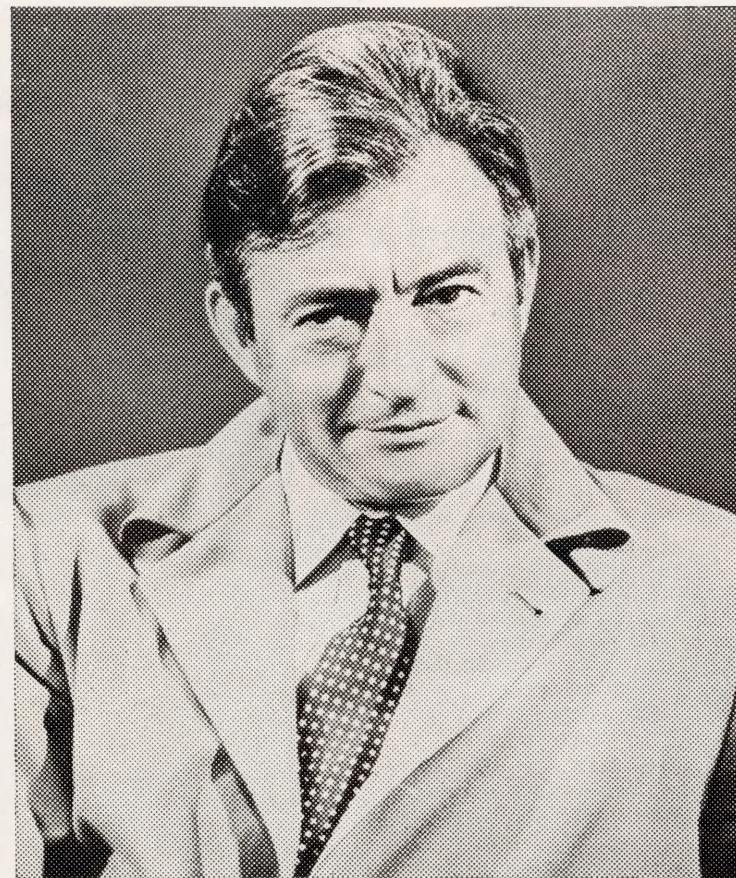
This destructive Davis influence dates back ten years to "Dangerous" when Bette won the Academy Award for ruining the respectable life of Franchot Tone.

From them on, the star has continued with notable frequency to bedevil the lives of those who share the screen with her. Her very presence in the household drove Charles Boyer to slay his wife and commit suicide in "All This and Heaven Too." Miss Davis heckled Leslie Howard and Humphrey Bogart throughout "The Petrified Forest." In "The Letter" she opened the picture with a pistol shot that killed a man. It was manslaughter when she ran over a child in an auto accident in "In This Our Life." Paul Muni encountered the Davis evil-eye in "Border Town"; Eduardo Ciannelli in "Marked Woman"; Henry Fonda (among others) in "Jezebel"; and, of course, Miss Davis as Elizabeth the Queen steered the rise and fall of Errol Flynn as Essex in "The Private Lives of Elizabeth and Essex."

So it goes.

And Bette Davis' only comment on the set as she prepared to do away with Claude Rains was: "And I'm such a nice girl—really."

Besides Bette Davis and Rains the drama also stars Paul Henreid.



Still No. CR196

CLAUDE RAINS shares equally the mantle of heroism and villainy as a great composer-conductor in Warner Bros.' current hit drama, "Deception." The film, starring Bette Davis, Paul Henreid and Rains, begins a second week tonight at the Strand.

MAT No. 2D

Rains Is One Star Who Admits His Good Luck

Thirteen years ago, Claude Rains arrived in Hollywood "with some broken down baggage, \$3000 in the bank, and not even the traditional high hopes of an actor seeking new fields."

Today he's a film star, a moderately rich man, and, with Bette Davis and Paul Henreid, is at present starring in Warner Bros.' "Deception" at the Strand. Rains is grateful. "How lucky can a man be?" he asks.

Although Rains sprang from the stage, so to speak, and was an illustrious member of the Sir Herbert Beerbohm-Tree Company in England and the Theatre Guild in America, he is definitely and exclusively a film actor now. "I had my fill of the stage years ago," he says.

Rains' first American stage appearance was in a Shaw play,

"Androcles and the Lion." Later he did "The Apple Cart," "The Doctor's Dilemma," and other Shaw items.

Sometimes, Rains look like nobody so much as Napoleon. He portrayed Napoleon once—in a play called "A Man of Destiny." It's that uncontrollable shock of hair that dips over his right eye which adds to the resemblance. "I used to cultivate that lock," Rains admits, "until I discovered that looking like Napoleon didn't get me anything but curious glances. And there aren't enough Napoleon roles even for one man."

Actually, Rains is still playing Napoleon. His role in "Deception" is that of a man with a Napoleonic complex. No shock of hair falls over his right eye, though.



Still No. 665-126

THE FIRST LIE in a tangled web of "Deception" is a simple enough accomplishment for Bette Davis, shown (above) with Paul Henreid in a dramatic scene from Warner Bros.' new film by that name. Claude Rains is also starred in the drama which is currently playing at the Strand Theatre.

MAT No. 2E

This Story Offers
✓ Beauty Advice Slanted
To Womens' Pages

Plea For Simpler Hair Style Voiced By Bette Davis

If American women would spend more time brushing their hair and less time trying to dress it in fancy styles like those worn by film stars, they would be more alluring creatures. That's what Bette Davis thinks. And that's what she practices.

"Especially the younger women," Bette says, "are inclined to see an actress on the screen with a chic hair-do, and they have to try it out on themselves, with no regard as to whether it matches their particular kind of face or not."

Only recently, the star says, she saw three or four women on the street with the bang-type hair style Bette wore in "A Stolen Life." "Not that I wasn't flattered," she admits, "but I thought those women would have looked better if they had paid more attention to the condition of their hair and to determining the style that would most become them."

Agnes Flanagan, Bette's hairdresser, reports that Bette's hair is brushed regularly to give it gloss and to improve the texture. She also reports that Bette is lucky in having naturally glossy and easily managed hair.

Mrs. Flanagan shampoos Bette's hair at least once and sometimes twice a week, and brushes it daily.

"Year ago—generations ago," Bette says, "our great-great-grandmothers didn't fuss and carry on with permanent waves and turbanized hair-dos. They just brushed and washed their hair, and believe me, their hair must have been beautiful."

It might be a good idea, the actress suggests, to prohibit tricky coiffures by law for a few months each year. Then women would be forced to give more care to the hair itself with resultant improvement in its texture and condition.

In "Deception," her current Warner Bros. film in which she co-stars with Paul Henreid and Claude Rains, Bette wears her hair in a natural bob, except for a few sequences when she sports a chignon—a knot on the back of the neck.

"In defense of my chignon," says Bette, "a lady in the movies has to do *something* besides act to attract attention."

But you may depend on it that Bette's hair—chignon and all—gets plenty of daily brushing. Ask Mrs. Flanagan.

Stray Kitten On 'Deception' Set Hailed As Lucky

Bette Davis, who is superstitious when it comes to theatrical tradition, adopted a kitten that strayed onto Warners' Stage 7 during the filming of that studio's "Deception," in which the actress stars with Paul Henreid and Claude Rains.

"It's always good luck," Bette says, "when a strange kitten wanders onto a scene of its own accord."

The theatrical superstition demands that such a good luck kitten must be a stray one and cannot be brought onto the stage.

"Deception," a romantic drama about a beautiful woman who loves two men, is the current attraction at the Strand Theatre.

Storm Warning



Still No. 665-74

ON THE THRESHOLD of trouble, Bette Davis accuses Claude Rains of trying to bring ruin to the man she loves in the dramatic scene above from Warner Bros.' "Deception," currently at the Strand. Sharing stellar billing in the stirring film romance is Paul Henreid.

MAT No. 2B

Henreid's Famous Two-Cigarette Technique Gets Romantic Competition In 'Deception'

Paul Henreid's trick of lighting two cigarettes, one for Bette Davis and one for himself, in "Now, Voyager" received wide attention when that picture was released a few years back.

In Warners' "Deception," Bette has a trick of her own with Henreid which will probably command even more attention. Regularly, throughout the film, she uses her own little triple-play method of kissing Henreid, ping on his forehead, ping on his nose, and ping on his chin.

Claude Rains is also starred in "Deception," a romantic drama which arrives Friday at the Strand Theatre.

Star Spends 3 Days On Leading Man's Lap

Bette Davis spent the better part of three days in Paul Henreid's lap for scenes in Warner Bros.' "Deception," currently at the Strand.

It took that long to film the lengthy love scenes, all of which take place in a single chair, with Henreid occupying the chair and Bette occupying Henreid's lap.

Also starred in the romantic drama is Claude Rains.



Mat No. 1B
Claude Rains

Henreid and Rains are starred.

Rains was moved by his new fame. "I've played roles of important people before," he said, but never a composer who sits between Mozart and Beethoven."

"And," he added, "if I'm not mistaken, that's Bach staring at me from across the room."

Comfort Heads Fashion Parade



Emphasizing the fashion theory that smart grooming cannot be achieved without true comfort, Bette Davis, screen favorite who stars in Warners' current romantic drama, "Deception," models two casual outfits that prove the case. (Left) A classic jewel-neck brown jersey blouse worn with a gray wool skirt featuring hip fullness and a belt-encircled waistline, spells comfort and smartness. (Right) An easy-to-relax-in, attractive navy and white print dress has a diagonal slash insert of bright red, buttoned to the shoulder. The full skirt is pleated all around.

This attractive 3-Column fashion layout featuring Bette Davis and crediting "Deception" is available in mat form as illustrated above, for local fashion pages and/or weekend supplements.

ORDER: No. 665 Fashion Mat No. 301X direct from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

● NEWSPAPER CONTEST... EXPLOITATION CAMPAIGN ... or straight Quiz

Feature...either way

memory game

it sells your star in a popular-type

● LOBBY DISPLAY may be set up by enlarg-

ing this illustration direct from here. Mat of complete art and copy is available.

STAR QUIZ

can you name the

famous films in which

Bette Davis presented her memorable
gallery of deceitful women?

BETTE DAVIS

Mistress of Deception

Oh, what a tangled web
we weave,
When first we practice
to deceive!"

—Sir Walter Scott

A deceiving woman is an appealing woman, judging by Bette Davis' prospering popularity. She has lied, cheated, deceived and deluded — all in screen mimicry, of course — but with each tortured truth her fame has bounded. It all started with her portrait of Mildred in W. Somerset Maugham's "Of Human Bondage". Now, some forty pictures later, she is still mistress of deception and more endeared to her fans than ever. Fittingly, she caps this unmatched career in deception with the role of Christine Radcliffe in Warner Bros.' "Deception", co-starring Paul Henreid and Claude Rains. How many of the other deceitful women in the Davis repertoire can you recognize? Here are scenes from five of her outstanding films. Can you name them?



1. She was acquitted for murdering the man she loved — but her deception exacted a just penalty.

Dangerous Marked Woman The Letter



2. She tried to deceive the world — and the man she most wanted — into believing she was her own sister.

A Stolen Life The Sisters Old Acquaintance



3. In a desperate grasp for her husband's love she adopted another woman's newborn child as her own.

Now Voyager The Great Lie The Little Foxes



4. She was the belle of New Orleans who won her love by deceit and almost lost it to yellow fever.

Jezebel Juarez Petrified Forest



5. She took what she wanted — her sister's husband, her uncle's money — and an innocent life.

The Old Maid In This Our Life Mr. Skeffington

(This space left blank for local contest information.)

ANSWERS

(Not for publication)

1. The Letter
2. A Stolen Life
3. The Great Lie
4. Jezebel
5. In This Our Life

(This space left blank for playdate credits.)

Order "665 Contest Mat 501X" from Warner Bros. Campaign Plan Editor, 321 West 44th St., N.Y. 18, N.Y.

Inquiring Reporter Columns

Teaser Ads or Lobby

A NOVEL TEASER AD SERIES



Adapt the popular "Inquiring Reporter" feature of your local newspaper to a unique teaser ad series. Ads are based on two provocative questions pertaining to the film's dramatic story — one aimed for women, the other for men. Handle the layout of the ads exactly as your newspaper's own "Inquiring Reporter," but place them on movie page. May also be tried as a straight publicity promotion.

NEWSPAPERS ... Swell For Deception Puzzle

Inquiring Reporter

This question is asked of men only.

THE QUESTION

Should a man who has shared a woman's past reveal her deception to her unsuspecting husband?

THE PLACE

The lobby of the Strand Theatre, where Bette Davis, Paul Henreid and Claude Rains will soon be seen in Warners' "Deception."

THE ANSWERS

(Photos and replies by four average men).

Inquiring Reporter

This question is asked of women only.

THE QUESTION

In Warner Bros. "Deception," Bette Davis keeps her past hidden from her husband, played by Paul Henreid. To save her marriage, is a woman justified in such deception?

THE PLACE

Lobby of the Strand Theatre

THE ANSWERS

(Photos and replies by four average women—all married).



Columns may be set for same day or on consecutive days. Add credit slugs at bottom of columns; follow through with the regular display ad campaign.



PLAY "DECEPTION"

Unless your eyes deceive you, you'll be able to find three uninvited guests at this studio party.

It's a scene from Warner Bros.' "Deception," and the hidden faces are those of the film's stars—Bette Davis, Paul Henreid and Claude Rains.



"Deception" Puzzle:

CAN THEY FIND THE HIDDEN STARS?

Here's a popular-type newspaper feature for comics page, Sunday magazine feature section, mail editions or school page. Should also be reprinted locally as lobby giveaway and magazine inserts. Imprint theatre credits below illustration.

ANSWERS: The three hidden stars are located as follows:

Bette Davis between two figures left foreground; Claude Rains between third and fourth figure left foreground; Paul Henreid under plant, center background.

Order "665 Puzzle Mat 320X" from Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y.

THREE MORE WAYS TO

GET EXTRA

ATTENTION

IN YOUR

DAILIES . . .

Suggest this institutional ad selling newspaper's Want Ads:

"Deception"

On the screen, "Deception" is dramatic. In your career, deception is tragic. Don't deceive yourself about your abilities — and the opportunities to exploit them. There are exceptional opportunities listed each day for every type of skill in the Daily Herald Want Ads. For screen drama, see "Deception" at the Strand. For better jobs, read the Daily Herald Classified Ads.

Offer free tickets to see "Deception" to winners of your newspaper's Puzzle Page Contest set up as follows: Newspaper titles its regular Puzzle Page "Deception" and invites its readers to work out the puzzles and send in the completed page with a 25-word letter telling "Why I want to see Bette Davis, Paul Henreid and Claude Rains in Warners' 'Deception'." Guest tickets are awarded to a pre-determined number of winners.

A story-in-pictures, comprising a series of 8x10 stills plus mimeographed captions, is available for the larger newspaper which prefer photographs to mats. Story is not available in mat form. This feature may be adapted to a full-page layout or split up for a five-day feature.

Order "665 Story-in-Pictures Stills (plus captions)" from Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

NATIONAL TIE-UP

78 MILLION
READERS OF
THIS►
FULL-PAGE
NATIONAL
LUX AD

... in LADIES HOME JOURNAL
... MC CALLS
... WOMAN'S HOME
COMPANION
... COSMOPOLITAN
... GOOD HOUSEKEEPING
... REDBOOK
... TRUE STORY

Lux leads off with a Bette Davis magazine ad campaign that's aimed to reach every one of your patrons during October. This full-page ad gives a rousing credit to Bette's appearance in "Deception". Localize the appeal of this campaign by arranging for tear sheets of the ad from the various publications to be displayed with stills from the picture in all stores selling Lux Soap.

"Be LOVELIER TONIGHT!"

"Lux Soap Beauty Facials bring quick new Loveliness"

Bette Davis
Star of the Warner Bros. Production
"DECEPTION"

Why don't you try Bette Davis' Active-lather facials with Lux Toilet Soap? You'll be delighted with the way this gentle daily care leaves skin softer, smoother! It's so quick and easy, too. Just smooth the rich creamy lather well into your skin. Rinse with warm water, then splash with cold. As you pat gently with a soft towel to dry, skin takes on fresh new beauty!

Don't let neglect cheat you of Romance. This beauty care famous screen stars recommend will make you lovelier tonight!

In recent tests of Lux Toilet Soap facials by skin specialists, actually three out of four complexions improved in a short time!

FIGHT WASTE
Lux Toilet Soap uses vital materials. Don't waste it!

9 out of 10
Screen Stars use
Lux Toilet Soap

Lux Girls
are Lovelier!

"Be LOVELIER TONIGHT!"

"Lux Soap Beauty Facials bring quick new Loveliness"

Bette Davis
Star of the Warner Bros. Production
"DECEPTION"
Now Showing Locally

Why don't you try Bette Davis' Active-lather facials? Just smooth the creamy Lux Toilet Soap lather well into your skin. Rinse with warm water, splash with cold. As you pat with a towel to dry, skin takes on fresh new beauty! Don't let neglect cheat you of Romance. This care screen stars recommend will make you lovelier tonight!

In recent tests of Lux Toilet Soap facials by skin specialists, actually three out of four complexions improved in a short time!

FIGHT WASTE
Lux Toilet Soap uses vital materials. Don't waste it!

9 out of 10 Screen Stars use Lux Toilet Soap — Lux Girls are Lovelier!

◀ Day-and-Date
Newspaper Ad Campaign

Lead-off for Lux's newspaper campaign is this ad, in 4-column size, scheduled for insertion in the L. A. Examiner, L. A. Herald Express and L. A. Times day-and-date with film's opening in Los Angeles. An adaptation of this ad in 5-columns set for the Hollywood Citizen News and the Los Angeles Daily News. Check with your local Lux distributors for available tie-in material, including display cards and truck posters.

More! More! More!
Local Tie-ups Here

Music Stores Base Special Windows on 'Deception' Score

A dramatic change of pace in the usual motion picture — music store window tie-up can be achieved for 'Deception' with a display as suggested at right. It's easy to set up, yet it's extremely attractive. Keynote of the display is the notable musical score which complements the vital love story. Follow through with these:

1. Tie in all local music schools, orchestra groups and music clubs

The performance of Beethoven's "Appassionata" and a Haydn Concerto in "Deception" can be made an important selling angle in those situations where there is a strong music-loving public. Announcements and posters should be used to cover all public school music classes, public library music rooms, orchestral groups, private music schools, music clubs and concert hall mailing lists. Also get newspaper coverage by music editors. For appropriate publicity features concerning the musical theme, see pages 4 and 6 of this press book.



2. Here's how to set up the window display suggested above . . .

An enlargement of the still showing Bette Davis at the piano is set off as a simulated screen with an array of production stills from your branch set in foreground. In addition music store sets up Beethoven and Haydn record albums for display. Use display card with tie-up copy as shown in illustration. For key still . . .

Order "Still 665-24" from Warner Campaign Editor, 321 West 44th St., N. Y. 18, N. Y.

"Beauty Is Deception": Your Cue For A Dep't Store Cinderella Stunt

Suggest the following to the promotion manager of your leading local department store:

They select a young lady considered average in every respect. To prove that beauty is deception . . . an illusion . . . that all women can attain attractiveness, the store sets out to transform their subject Cinderella-style into a modern glamorous gal. The whole process, ranging through the store's various departments and including beauty treatments and a new wardrobe, is photographed step by step. These photos — plus story — should be used for local newspaper plant; for a LIFE-style store ad; for window displays of the various items used in the "deception"; for picture-story lobby display. Co-op ad mat which could serve well in this stunt is shown on page 11. Arrange interviews, radio talk and personal appearance for your "Deception" girl.

STUNT-A-DAY THESE EASY WAYS:

Stage a testimonial meeting at your theatre of all Bette Davis fan club members. Climax the event with the mailing of a giant post card signed by each fan congratulating Miss Davis on her performance in "Deception" and expressing their collective gratitude for Bette's contributions to screen art and entertainment. Get newspaper story on this.

Get a local "magician" or card artist to do his stint on busy street corner, dep't store or in your lobby. After a few turns at card tricks



he makes announcement cards appear behind his spectators' ears, etc., which he distributes to the onlookers. These announcement cards read: "It's fun to be fooled by deception. It's more exciting to see "Deception" starring Bette Davis, Paul Henreid and Claude Rains, at the Strand Friday".

Set up a series of tie-up teaser cards in appropriate windows reading: "STOP This DECEPTION! You can't feel safe without Insurance . . . SEE Bette Davis, Paul Henreid, Claude Rains in Warners' DECEPTION at the Strand." Other items or services which can be tied in as suggested are: Safe Deposit Vaults, Locks, Safety devices, etc.

For a street bally have a woman handcuffed to a man walk through leading streets, sign on her back reading: Bette Davis steals another life in Warners' "DECEPTION", now at the Strand Theatre.

CO-OP CAMPAIGN

'Beauty' Mat
For Giveaway
In Local
Tie-in With
Westmore

Here's what you give 'em: Authoritative beauty hints by expert Perc Westmore. Here's what you get: A direct tie-in with your showing through copy treatment and art layout. And easy to handle, too. Just imprint this on back of heralds (see page 15) or reprint as separate giveaways, for distribution in beauty shops, cosmetics counters, women's shops and department stores. For an extra fillip, arrange for leading beauty shops or cosmetics stores to scent the giveaway with a popular perfume, crediting perfume and store in a credit line at bottom. Also arrange for blow-ups of this layout to be placed in store windows and on counters.

Art and copy on one mat. Order "665 Westmore Mat 303X" from Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

Beauty is DECEPTION

by PERC WESTMORE
Director of Make-Up Warner Bros. Studios

Most beauty is a delightful deception. The sole purpose of using make-up is to enhance your loveliness, or to create an illusion of loveliness. Reflected light on a face at certain angles makes sharp shadows. These can be corrected with color-filtered make-up. Small eyes can be made to look large . . . square jaws can be softened. The face itself cannot be changed, but its appearance . . . its *deception* can. You can detract from your bad features and emphasize your good features through proper application of make-up.

The Perfect Face . . .

The Oval Type of face is called the Ideal Type and, in general, the thought in applying cosmetics is to make your face appear as nearly oval as possible. (The Oval Face is in the proportion of 10" from ear lobe to ear lobe and 7" from hairline to bottom of chin). Yet, each type—Oval, Round, Square, Oblong, Triangle, Inverted Triangle and Diamond—has its own particular charm—the trick lies in making the most of your features. Each of these types can be *starred* by accentuating the good points and minimizing the weak ones.

Eye Charm . . .

There are three basic rules to follow in making round eyes look almond-shaped. Do not over-emphasize the round effect. Do not wear a thin eyebrow. Use mascara only on the lashes from the center of the eyes to the outer corners. This will have a tendency to make the eyes appear wider.

Lip Allure . . .

Never use a small mouth or a thin lip line. Never use a cupid bow mouth. If your mouth is too wide or your lips are too full, do not make them up to the fullest extent. If your mouth is of normal size, define lips clearly, always keeping the corners turned up slightly, giving the illusion of a constant smile.

Bette Davis · Paul Henreid · Claude Rains



TITLE TIE-IN SETS UP CO-OP STORE ADS

Delightful Deception

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS
in Warner Bros.' "DECEPTION"

**Everything to help
you arm your charms...**

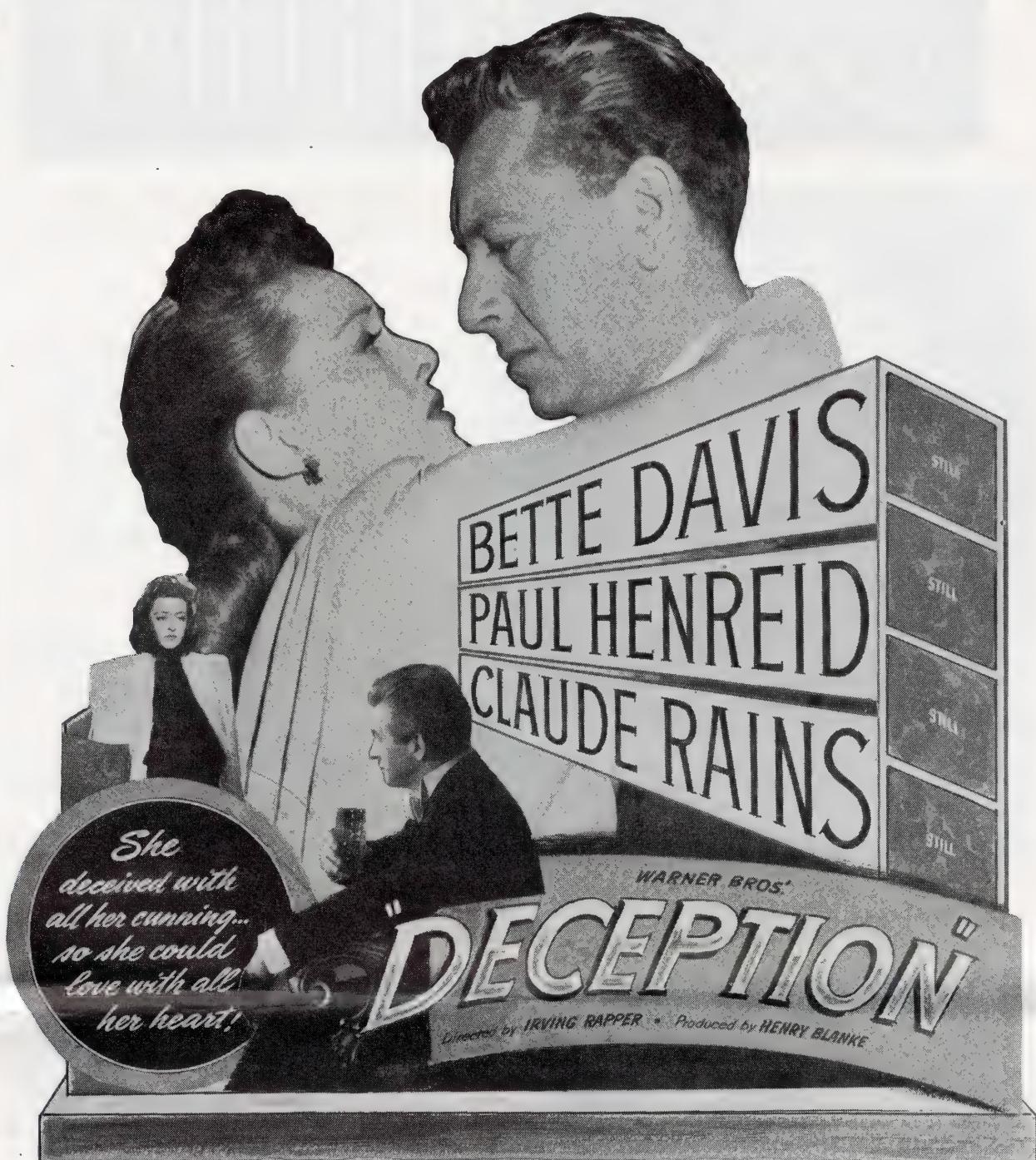


Use this 5-col. mat for merchant newspaper ads featuring such "deception" items as cosmetics, fashions, platform shoes, artificial fireplaces, ornamental table lighters, cabinet radios, etc. Also use the same slogan for window and counter displays.

Order "665 Co-op Ad Mat 502X" from Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

LOBBY DISPLAYS

Suggestion For Easy-to-Make Set-Piece



The strong story is dramatically pointed up in copy and design in this attractive display piece. All required stills are available, except panel of 8 x 10 stills, to be selected from your branch set.

Order "665 Set-Piece Stills" — set of 2 — from Warner Bros. Campaign Plan Editor, 321 West 44th Street, N. Y. 18, N. Y.

N. Y. Hollywood Sold It This Way ➤

The important star-power in "Deception" keyed this advance wall display at the N. Y. Hollywood Theatre. Effective use was made of the full-color blow-up of Bette Davis photo against a subdued background. Adaptations of this display can be set up easily in any large-space display area. Required stills are available.

Order "665 Hollywood Display Stills" — set of 3 — from Warner Bros. Campaign Plan Editor, 321 West 44th Street, N. Y. 18, N. Y.

Rig Your Own 'Trailer' In Lobby...Like This



Take the regular 6-sheet (see page 16), mount it on heavy board and silhouette the art as shown. Then cut out the panel inside dotted lines. Behind this "window" in your 6-sheet display place a cylinder attached to a small motor so that it will revolve slowly. Around this cylinder mount a series of still enlargements, with copy taken from the ads, so that on looking through the "window" your patrons will see a moving "trailer."

Plus These Extras From the Posters...

3-SHEET: Cut out of Bette Davis head, with those of Paul Henreid and Claude Rains, are ideal for display on marquee or over box-office.

1-SHEET: Mount this poster in strips on a Venetian Blind, placed in front of a shadow box. Small motor attachment can make blind open and close alternately as eye-catcher.



BETTE DAVIS LOBBY SALUTE

Bette Davis probably has been seen more times on more theatre screens than most present day stars. That kind of outstanding popularity calls for a salute to Bette in your lobby, highlighted by a cheer for her latest and best, "Deception". Stage it this way: Devote a section of your lobby to an exhibit labeled "A Salute to Bette Davis, who consistently has entertained the patrons of this theatre with the screen's most outstanding characterizations. We present here a cavalcade of Bette Davis' greatest portrayals." With the set-piece shown above as the key unit, display stills, posters, newspaper ads and out-front photos of whatever previous Bette Davis hits you have available.



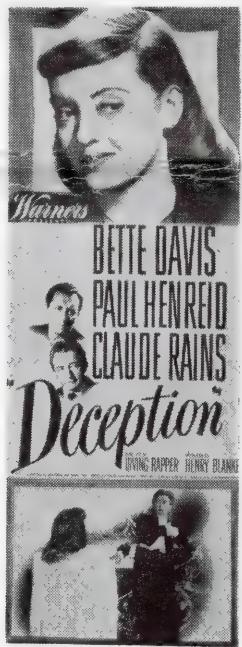
9" x 12"
COLORED
H E R A L D



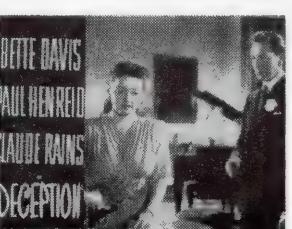
COLORED 22 x 28's



**COLORED
11 x 14's
Set of 8**



**INSERT
CARD**



SLIDE

**2 FULL COLOR PICTORIAL
WINDOW CARDS**



MIDGET



REGULAR



24-SHEET



3-SHEET



6-SHEET



1-SHEET

**Order
all Warner Acces-
series from your
local National
Screen Service
Exchange.**

ADVERTISING

↓ WATCH DAY ↓



Today
you'll
see
her
deceive with all her cunning
so
she
could
love with all her heart



TODAY AGAIN
A DISTINGUISHED
DRAMATIC
ACHIEVEMENT
FROM BETTE DAVIS
AND WARNERS!

WARNERS
TWENTIETH ANNIVERSARY
OF TALKING PICTURES



BETTE DAVIS
PAUL HENREID
CLAUDE RAINS **DECEPTION**

THE STAR OF "A STOLEN LIFE"
STEALS YOUR HEART AGAIN!

DIRECTED BY IRVING RAPPER • PRODUCED BY HENRY BLANKE SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN • BASED ON A PLAY BY LOUIS VERNEUIL • MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 404 — 4 columns x 10½ inches (568 lines)

↓ WATCH DAY ↓

TODAY SHE STARTS THE DECEPTION!

A WOMAN
SO ASSURED

A WOMAN
SO ASHAMED



The star of 'Stolen Life' steals another life!

**BETTE DAVIS
PAUL HENREID
CLAUDE RAINS IN "DECEPTION"**



DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE · SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN · BASED ON A PLAY BY LOUIS VERNEUIL · MUSIC BY ERICH WOLFGANG KORNGOLD

THE NEW WARNER SUCCESS

Mat 401 — 4 columns x 10 inches (532 lines)

She deceived with all her cunning

SO
SHE
COULD
LOVE
WITH
ALL
HER
HEART...

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

The
star
of
'Stolen
Life'
steals
another
life!

"DECEPTION"

A
WARNER
ACHIEVEMENT



DIRECTED BY
IRVING RAPPER · HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN · BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 306 — 3 columns x 11½ inches (480 lines)



THE
STAR
OF
"STOLEN
LIFE"
STEALS
ANOTHER
LIFE!



You'd think she could fool anyone yet she deceived only herself!

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS



DECEPTION

A WARNER ACHIEVEMENT

DIRECTED BY IRVING RAPPER · HENRY BLANKE · PRODUCED BY

SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN · BASED ON
A PLAY BY LOUIS VERNEUIL · MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 403 — 4 columns x 10 inches (544 lines)

THE
STAR
OF
STOLEN
LIFE'
STEALS
ANOTHER
LIFE!



Can a woman like her deceive two men like these?

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

"DECEPTION"

*She can!
She does!
-and she pays!*

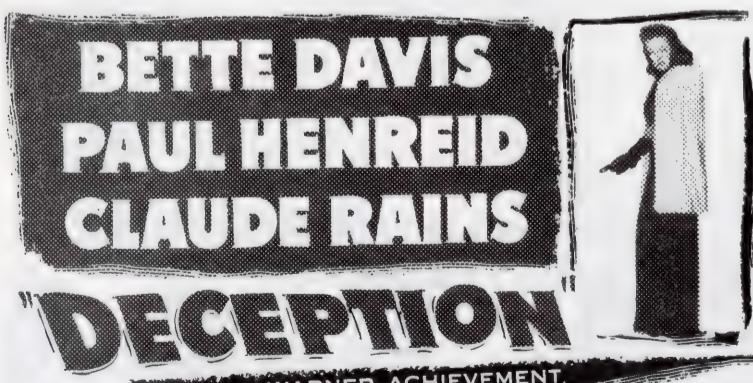


DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE

A WARNER ACHIEVEMENT

SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN · BASED ON
A PLAY BY LOUIS VERNEUIL · MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 402 — 4 columns x 9½ inches (504 lines)



DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN · BASED ON A PLAY BY
LOUIS VERNEUIL · MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 202 — 2 columns x 2½ inches (70 lines)

She deceived with all her cunning

SO
SHE
COULD
LOVE
WITH
ALL
HER
HEART!

**BETTE DAVIS
PAUL HENREID
CLAUDE RAINS** in **"DECEPTION"**

A WARNER ACHIEVEMENT
DIRECTED BY IRVING RAPPER • PRODUCED BY HENRY BLANKE

SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD



Mat 301 — 3 columns x 8½ inches (345 lines)



Mat 201 — 2 columns x 2 inches (52 lines)

↓ WATCH DAY ↓

Today

you'll

see

her

deceive with all her cunning

so

she

could

love with all her heart



TODAY AGAIN
A DISTINGUISHED
DRAMATIC
ACHIEVEMENT
FROM BETTE DAVIS
AND WARNERS!



BETTE DAVIS
PAUL HENREID
CLAUDE RAINS "DECEPTION"

THE STAR OF "A STOLEN LIFE"
STEALS YOUR HEART AGAIN!

DIRECTED BY IRVING RAPPER • PRODUCED BY HENRY BLANKE SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN • BASED ON A PLAY BY LOUIS VERNEUIL • MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 302 — 3 columns x 7 3/4 inches (321 lines)

THE STAR
OF A STOLEN
LIFE STEALS
YOUR HEART
AGAIN!

BETTE
DAVIS

PAUL
HENREID

CLAUDE
RAINS

DECEPTION

WARNER ACHIEVEMENT



DIRECTED BY IRVING RAPPER • PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN • BASED ON A PLAY BY
LOUIS VERNEUIL • MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 203 — 2 columns x 4 1/2 inches (122 lines)

WATCH
DAY

TODAY SHE STARTS THE DECEPTION!

A WOMAN
SO ASSURED

A WOMAN
SO ASHAMED



The star of 'Stolen Life' steals another life!

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS IN **DECEPTION**

WARNER
TWENTIETH ANNIVERSARY
OF TALKING PICTURES

DIRECTED BY IRVING RAPPER PRODUCED BY HENRY BLANKE

SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN BASED ON A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 303 — 3 columns x 7 1/4 inches (306 lines)

She deceived with all her cunning

SO
SHE
COULD
LOVE
WITH
ALL
HER
HEART...

Mat 205
2 columns x 7 1/4 inches
(214 lines)

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

The star of 'Stolen Life' steals another life!

"DECEPTION"
A WARNER
ACHIEVEMENT

WARNER
TWENTIETH ANNIVERSARY
OF TALKING PICTURES

DIRECTED BY IRVING RAPPER PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD



DIRECTED BY IRVING RAPPER
PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 105 — 1 column x 10 inches
(140 lines)



You'd think she could fool anyone yet she deceived only herself!

BETTE DAVIS PAUL HENREID CLAUDE RAINS **DECEPTION**

A WARNER ACHIEVEMENT

DIRECTED BY IRVING RAPPER PRODUCED BY HENRY BLANKE SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAM BASED ON A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

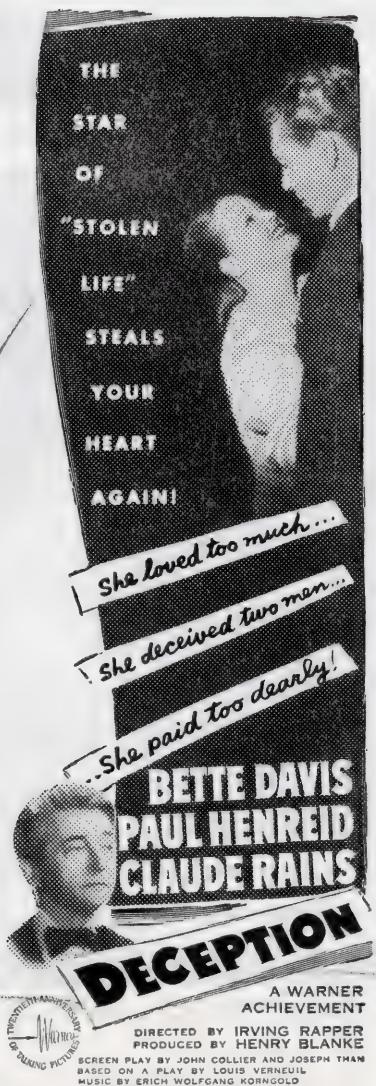
Mat 305
3 columns x 7½ inches
(306 lines)



THE STAR OF
'STOLEN LIFE'
STEALS
ANOTHER
LIFE!
**BETTE DAVIS
PAUL HENREID
CLAUDE RAINS**

DECEPTION
A WARNER ACHIEVEMENT

Mat 106
1 column x 9¾ inches
(135 lines)



Mat 103
1 column x 5¾ inches
(80 lines)

WARNER BROS.
MANUFACTURERS
OF FILM

DIRECTED BY IRVING RAPPER
PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAM
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD

DIRECTED BY IRVING RAPPER
PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAM
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD



THE
STAR
OF
STOLEN
LIFE'
STEALS
ANOTHER
LIFE!

Can a woman like her deceive two men like these?

**BETTE DAVIS
PAUL HENREID
CLAUDE RAINS**

*She can!
She does!
-and she pays!*



DECEPTION

A WARNER ACHIEVEMENT

DIRECTED BY IRVING RAPPER PRODUCED BY HENRY BLANKE

SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN BASED ON
A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 304 — 3 columns x 7 inches (291 lines)

DIRECTED BY IRVING RAPPER
PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 102
1 column x 3 3/4 inches
(53 lines)



DIRECTED BY IRVING RAPPER
PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 104
1 column x 6 3/4 inches
(95 lines)



DIRECTED BY IRVING RAPPER PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL
MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 204 — 2 columns x 5 3/4 inches
(158 lines)





BETTE
DAVIS
PAUL
HENREID

CLAUDE
RAINS

DECEPTION

A
WARNER
ACHIEVEMENT

DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 207 — 2 columns x 13 inches
(360 lines)

NEW
WARNER
ACHIEVEMENT!

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

"**DECEPTION**"

DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN BASED ON A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

Mat 206 — 2 columns x 10½ inches
(280 lines)

2 ADS ON ONE MAT

MAT 101

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

"**DECEPTION**"
WARNER ACHIEVEMENT

DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

BETTE DAVIS
PAUL HENREID
CLAUDE RAINS

"**DECEPTION**"
WARNER ACHIEVEMENT

DIRECTED BY IRVING RAPPER · PRODUCED BY HENRY BLANKE
SCREEN PLAY BY JOHN COLLIER AND JOSEPH THAN
BASED ON A PLAY BY LOUIS VERNEUIL MUSIC BY ERICH WOLFGANG KORNGOLD

RETouched ART USED IN THIS CAMPAIGN AVAILABLE AS 8" x 10" STILLS

Order Stills by Number from Warner Bros.' Campaign
Plan Editor, 321 West 44th St., New York 18, N. Y.
Price 10c each.



665—ART "A"



665—ART "C"



665—ART "E"



665—ART "D"



665—ART "B"



665—ART "F"



665—ART "GH"

OFFICIAL BILLING		
WARNER BROS. Pictures, Inc., Presents		50%
BETTE DAVIS	PAUL HENREID	CLAUDE RAINS
in		
"DECEPTION"		
Directed by Irving Rapper		100%
Screen Play by John Collier and Joseph Than Based on a Play by Louis Verneuil		3% 2%
Music by Erich Wolfgang Korngold		3%
Produced by Henry Blanke		25%
A Warner Bros.-First National Picture		5%

RUNNING TIME: 112 MINUTES

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



<http://wcftr.commarts.wisc.edu>



www.mediahistoryproject.org